

Commonwealth of Massachusetts
Department of Telecommunications and Energy
Fitchburg Gas and Electric Light Company
Docket Nos. D.T.E. 02-24/25
Responses to the Department's Fifth Set of Information Requests

Request No. DTE 5-16 (Common):

Please provide the Company's total advertising expense for the years 1999, 2000 and 2001, including percentage changes from year-to-year. Indicate how much of these amounts were attributable to non-utility operations and maintenance. Please describe how this allocation was determined.

Response:

Attachment DTE 5-16 is a chart indicating the advertising expense for each of the years in question, identified by Gas and Electric Divisions, Utility and Non-Utility. The chart also indicates the percentage change from year to year of the advertising expense.

Non-Utility advertising relates to FG&E's water heater rental and clean&check programs. Included in the total expense for 1999 is \$11,017 and \$1,818 for the Gas and Electric Divisions, respectively. These amounts were directly charged to Non-Utility. There were no advertising programs related to Non-Utility for 2000 and 2001.

Person Responsible: Mark H. Collin

	1999	2000	2001
Gas			
Utility O&M:			
20-10-10-00-923-03-00 OS UNITIL SERVICE CORP	34,336	5,721	5,963
20-10-02-00-923-30-00 MARKET DEVELOPMENT:GENERAL	0	0	375
20-10-02-00-923-31-00 VISIBILITY/GENERAL	0	6,098	0
20-10-02-00-923-32-03 FIELD OPERATIONS/ACCOUNT MGMT	0	2,250	2,738
	<u>34,336</u>	<u>14,069</u>	<u>9,076</u>
20-10-24-00-930-53-00 CUSTOMER COMMUNICATION	0	1,453	818
20-10-24-00-930-51-00 AMBASSADOR PROGRAM	0	105	3,633
20-10-24-00-930-52-00 PROMOTION	0	263	148
20-10-24-00-930-54-00 MEDIA CULTIVATION	0	25,892	944
20-10-70-00-930-01-00 GENERAL ADVERTISING	2,875	4,109	0
20-10-02-00-930-21-02 ADVERTISING - CREATIVE	0	1,140	0
20-10-02-00-930-22-02 ADVERTISING - CREATIVE (GAS EXPANSION)	1,073	0	0
20-10-02-00-930-31-02 ADVERTISING- PRODUCTION BUYS	0	108	0
20-10-02-00-930-41-02 ADVERTISING - MEDIA BUYS	0	214	0
	<u>3,948</u>	<u>33,284</u>	<u>5,543</u>
Total Utility O&M	38,284	47,353	14,619
Percent Change		23.7%	-69.1%
Non-Utility O&M:			
20-17-02-50-930-01-00 ADVERTISING EXPS -GENERAL - WATER HEATER PROGRAM - GAS	35	0	0
20-17-02-51-930-01-00 ADVERTISING EXPENSE - GENERAL - CLEAN & CHECK PROGRAM	1,928	0	0
20-17-02-50-930-02-00 ADVERTISING EXP-CREATIVE- WATER HEATER PROGRAM - GAS	1,750	0	0
20-17-02-50-930-03-00 ADVERTISING EXP-PRODUCTION- WATER HEATER PROGRAM-GAS	7,304	0	0
	<u>11,017</u>	<u>0</u>	<u>0</u>
Total Non-Utility O&M	11,017	0	0
Total Utility and Non-Utility O&M	49,301	47,353	14,619
Percent Change		-4.0%	-69.1%
Electric			
Utility O&M:			
20-20-10-00-923-03-00 OS UNITIL SERVICE CORP	65,478	10,273	11,820
20-20-02-00-923-30-00 MARKET DEVELOPMENT - GENERAL	0	1,500	3,732
	<u>65,478</u>	<u>11,773</u>	<u>15,552</u>
20-20-24-00-930-53-00 CUSTOMER COMMUNICATION	0	1,288	732
20-20-02-00-930-31-02 ADVERTISING - PRODUCTION BUYS	0	0	1,938
20-20-02-00-930-41-02 ADVERTISING - MEDIA BUYS	0	0	3,032
20-20-24-00-930-51-00 AMBASSADOR PROGRAM	0	252	5,668
20-20-24-00-930-52-00 PROMOTION	0	341	148
20-20-24-00-930-54-00 MEDIA CULTIVATION	0	25,892	944
20-20-70-00-930-01-00 GENERAL ADVERTISING	0	0	3,691
	<u>0</u>	<u>27,773</u>	<u>16,153</u>
Total Utility O&M	65,478	39,546	31,705
Percent Change		-39.6%	-19.8%
Non-Utility O&M:			
20-27-02-50-930-01-00 ADVERTISING EXP-CREATIVE- WATER HEATER PROGRAM - ELECTRIC	68	0	0
20-27-02-80-930-02-00 ADVERTISING EXP-PRODUCTION- WATER HEATER PROGRAM-ELECTRIC	1,750	0	0
	<u>1,818</u>	<u>0</u>	<u>0</u>
Total Non-Utility O&M	1,818	0	0
Total Utility and Non-Utility O&M	116,597	86,899	46,324
Percent Change		-25.5%	-46.7%